

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

AUGUST 1998

RJR Account #332400  
Mr. F. Kowalski  
KEYCO DISTRIBUTING

**SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER**

Dear Frank:

Attached are September orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION
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See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: 162208  
Enc. Retail Customer List  
Wholesaler Packing Instructions

SEPSAL.DOC

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KEYCO DISTRIBUTING

**SEPTEMBER DELIVERY**  
**SALEM TEAR TAPE**

**\*\*\*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT  
DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED\*\*\***

**PRODUCT PO # N/A**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

**PRODUCT / DISPLAYS ARRIVAL:**

**SEPTEMBER 8, 1998**

**SHIP DATE TO RETAIL:**

**WEEK OF: SEPTEMBER 14, 1998**

**EFT \$ AMOUNT:**

**\$1,374.62**

**PACKING / SHIPPING PAYMENT**

**\$19.00**

**(4 (6M) promoted case(s) @ \$4.75).**

**SEPTEMBER Drive Period 809 / Promotion #800438**

**PROMOTION DESCRIPTION:**

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

**SEPTEMBER DELIVERY**

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BPEN5BB3

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 19

DATE: 98-08-04

TIME: 04:58 PM

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>  
TEMPLATE : 800438 80900 SAL 98 .30/1 NO  
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162208	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	5	2	4	1	12			29160
162208	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	3	2	5	2	12			
162208	185371	MALTY DRUG	668 MAIN ST	SWOYERSVILL	PA	18704	1	1	1	1	4			
162208	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	3	2	2	2	9			
162208	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	3	1	2	2	8			
162208	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1				1			
162208	777376	COOLBAUGHS	RR 1 BOX 203	PITTSBURGH	PA	18643	3	2	7	1	13			20055
162208	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	4	1	6	2	13			
173804	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	4		2	2	8			332400
173806	015289	EAST END MART	718 E RIDGE ST	LANSFORD	PA	18232	3	2	3	2	10			23404
173806	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	2		2	1	5			
173806	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	4	1	3	4	12			25510

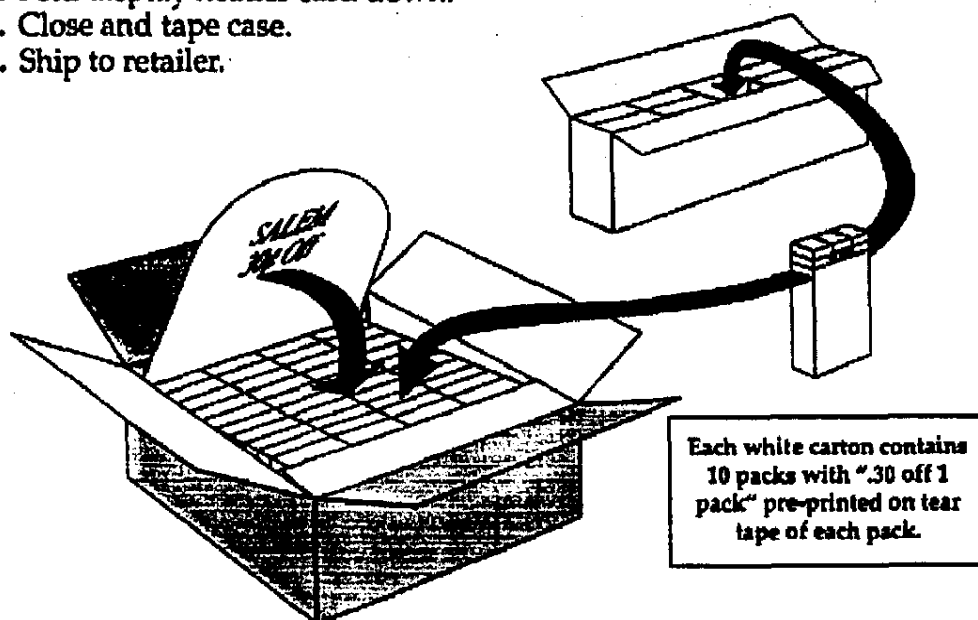
PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 36 14 37 20 107

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 36 14 37 20 107

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**WHOLESALE PACKING INSTRUCTIONS****SALEM TEAR TAPE****3RD QTR '98****September SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541984

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand	King	100	LT King	LT 100		
Ship Number	Ship Number as indicated					

# Salem '98

## 30¢ Off Pack Promotion

**NOW  
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and pasteur
- Price discount clearly communicated



item #541970

- Comes packed in shipper display



SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS

**NEW  
FOR  
'98!**



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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